



**WEWS**

# ORDER

Flight Dates **09/12/12-09/25/12**

Contract / Revision      **310693 /**  
Original Date / Revision  
                                  09/11/12    10/24/12  
Advertiser **Mandel / Republican / US Se**

Agency    **Strategic Media Placement**  
Buying Contact  
**7669 Stagers Loop**  
**Delaware, OH 43015**

Product  
**OH US SEN JOSH MANDEL SEPT 1**  
Agency Com    15%  
Billing Contact  
**7669 Stagers Loop**  
**Delaware, OH 43015**  
Sales Office    WEWSL  
Sales Region   LOC  
Agency Ref

Order Sep            00:30:00  
Estimate #          **2680**  
Alt Order #  
Billing Type        Cash  
Order Type        GENERAL  
Billing Cycle       EOM/EOC  
Billing Calendar   BROADCAST  
Demographic      A35+  
Rev Codes          POL            POL            CAND  
Product Codes   PL  
Priority               P-1  
Advertiser Ref

Primary Account Executive  
 WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Share 100% Market Value 82700

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	116	\$70,295.00	\$82,700.00	0.00
<b>Totals</b>	<b>116</b>	<b>\$70,295.00</b>	<b>\$82,700.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/25/12	116	\$70,295.00	\$82,700.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/12/12	09/25/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	3	\$450.00	P-2	0.00	NM	10	\$4,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/10/12		09/10/12	09/16/12	--WTF--	3		\$450.00		0.00						
Week: 09/17/12		09/17/12	09/23/12	MTWTF--	5		\$450.00		0.00						
Week: 09/24/12		09/24/12	09/30/12	MT-----	2		\$550.00		0.00						
N 2	WEWS	09/12/12	09/25/12		CM	7-9a	MTWTF--	:30	3	\$500.00	P-2	0.00	NM	10	\$5,200.00



# WEWS

Contract / Revision **310693** Flight Dates **09/12/12-09/25/12**

## Hiatus Dates

Original Date / Revision 09/11/12/ 10/24/12

Order Sep 00:30:00

**Advertiser** Mandel / Republican / US S **Product** OH US SEN JOSH MANDEL **Estimate #** 2680

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F GMA 7-9a											
				M-F GMA 7-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--		3			\$500.00		0.00				
Week:		09/17/12	09/23/12	MTWTF--		5			\$500.00		0.00				
Week:		09/24/12	09/30/12	MT-----		2			\$600.00		0.00				
N 3	WEWS	09/12/12	09/25/12	M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$175.00	P-3	0.00	NM	10	\$1,750.00
				M-F 9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--		3			\$175.00		0.00				
Week:		09/17/12	09/23/12	MTWTF--		5			\$175.00		0.00				
Week:		09/24/12	09/30/12	MT-----		2			\$175.00		0.00				
N 4	WEWS	09/12/12	09/25/12	M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$150.00	P-3	0.00	NM	6	\$975.00
				M-F 10-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WT---		2			\$150.00		0.00				
Week:		09/17/12	09/23/12	MT--F--		3			\$150.00		0.00				
Week:		09/24/12	09/30/12	M-----		1			\$300.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
6	WEWS	09/24/12-09/30/12		M-F 10-11a		10-11a		M-----	:30	\$225.00		0.00	NM		
N 5	WEWS	09/12/12	09/25/12	M-F 11-12p	CM	11a-12p	MTWTF--	:30	3	\$800.00	P-2	0.00	NM	10	\$9,000.00
				M-F 11-12p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--		3			\$800.00		0.00				
Week:		09/17/12	09/23/12	MTWTF--		5			\$800.00		0.00				
Week:		09/24/12	09/30/12	MT-----		2			\$1,300.00		0.00				
N 6	WEWS	09/12/12	09/25/12	M-F 12-1230pm News	CM	12-1p	MTWTF--	:30	2	\$175.00	P-3	0.00	NM	7	\$1,325.00
				M-F 12p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--W-F--		2			\$175.00		0.00				
Week:		09/17/12	09/23/12	-T-TF--		3			\$175.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WEWS	09/17/12-09/23/12		M-F 12-1230pm News		12-1p		-T-ThF----	:30	<del>(\$175.00)</del>		0.00	NM		
				See MG 6.8,6.9,6.10											
				[N/A ON ENTRY]											
4	WEWS	09/17/12-09/23/12		M-F 12-1230pm News		12-1p		-T-ThF----	:30	<del>(\$175.00)</del>		0.00	NM		
				See MG 6.8,6.9,6.10											
				[N/A ON ENTRY]											
5	WEWS	09/17/12-09/23/12		M-F 12-1230pm News		12-1p		-T-ThF----	:30	<del>(\$175.00)</del>		0.00	NM		
				See MG 6.8,6.9,6.10											
				[N/A ON ENTRY]											
8	WEWS	09/17/12-09/21/12		M-F 9-10a		9-10a		MTWThF----	:30	\$175.00		0.00	NM		
				Ⓜ MG for 6.5,6.3,6.4											
				[Per Whitney]											
9	WEWS	09/17/12-09/21/12		M-F 9-10a		9-10a		MTWThF----	:30	\$175.00		0.00	NM		
				Ⓜ MG for 6.5,6.3,6.4											
				[Per Whitney]											
10	WEWS	09/17/12-09/21/12		M-F 9-10a		9-10a		MTWThF----	:30	\$175.00		0.00	NM		
				Ⓜ MG for 6.5,6.3,6.4											
				[Per Whitney]											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	MT-----		2			\$225.00		0.00				
N 7	WEWS	09/12/12	09/25/12	M-F 2-3p	CM	2-3p	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	7	\$4,400.00
				2-3pm General Hospital											



**WEWS**

Print Date: 10/25/12

Page 3 of 5

Contract / Revision     **310693**     Flight Dates **09/12/12-09/25/12**     Hiatus Dates  
Original Date / Revision   09/11/12/   10/24/12     Order Sep   00:30:00  
Advertiser   **Mandel / Republican / US S**   Product **OH US SEN JOSH MANDEL**   Estimate #   **2680**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 7	WEWS	09/12/12	09/25/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	7	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--W-F--					2	\$600.00		0.00			
		Week: 09/17/12	09/23/12	M-W-F--					3	\$600.00		0.00			
		Week: 09/24/12	09/30/12	MT-----					2	\$700.00		0.00			
N 8	WEWS	09/12/12	09/25/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	2	\$225.00	P-3	0.00	NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WT---					2	\$225.00		0.00			
		Week: 09/17/12	09/23/12	M-W----					2	\$225.00		0.00			
		Week: 09/24/12	09/30/12	MT-----					2	\$225.00		0.00			
N 9	WEWS	09/12/12	09/25/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	3	\$850.00	P-2	0.00	NM	10	\$8,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					3	\$850.00		0.00			
		Week: 09/17/12	09/23/12	MTWTF--					5	\$850.00		0.00			
		Week: 09/24/12	09/30/12	MT-----					2	\$950.00		0.00			
N 10	WEWS	09/12/12	09/25/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	\$1,100.00	P-2	0.00	NM	9	\$10,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					3	\$1,100.00		0.00			
		Week: 09/17/12	09/23/12	M-WTF--					4	\$1,100.00		0.00			
		Week: 09/24/12	09/30/12	MT-----					2	\$1,300.00		0.00			
N 11	WEWS	09/12/12	09/25/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$800.00		0.00			
		Week: 09/17/12	09/23/12	-----S					1	\$800.00		0.00			
		Week: 09/24/12	09/30/12	-----S					0	\$0.00		0.00			
N 12	WEWS	09/12/12	09/25/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	3	\$650.00	P-3	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					3	\$650.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 13	WEWS	09/12/12	09/25/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	3	\$2,200.00	P-2	0.00	NM	9	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--W-F-S					3	\$2,200.00		0.00			
		Week: 09/17/12	09/23/12	M-WTF-S					5	\$2,200.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$2,400.00		0.00			
N 14	WEWS	09/12/12	09/25/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	\$300.00	P-3	0.00	NM	8	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WT---					2	\$300.00		0.00			
		Week: 09/17/12	09/23/12	M-WT---					3	\$300.00		0.00			



WEWS

Print Date: 10/25/12

Page 4 of 5

Contract / Revision **310693** Flight Dates **09/12/12-09/25/12**

Hiatus Dates

Original Date / Revision 09/11/12/ 10/24/12

Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product **OH US SEN JOSH MANDEL** Estimate # **2680**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 14	WEWS	09/12/12	09/25/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightline	CM	1135p-1207x	MTWTF--	:30	3	\$300.00	P-3	0.00 NM	8	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	M-WT---		3				\$300.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
3	WEWS	09/17/12-09/23/12		M-F 1135p-1202a Nightline		1135p-1207x	M-WTh----	:30		<del>(\$300.00)</del>		0.00 NM		
		See MG 14.8,14.9,14.10,14.11,14.12 [N/A ON ENTRY]												
4	WEWS	09/17/12-09/23/12		M-F 1135p-1202a Nightline		1135p-1207x	M-WTh----	:30		<del>(\$300.00)</del>		0.00 NM		
		See MG 14.8,14.9,14.10,14.11,14.12 [N/A ON ENTRY]												
5	WEWS	09/17/12-09/23/12		M-F 1135p-1202a Nightline		1135p-1207x	M-WTh----	:30		<del>(\$300.00)</del>		0.00 NM		
		See MG 14.8,14.9,14.10,14.11,14.12 [N/A ON ENTRY]												
8	WEWS	09/24/12-09/25/12		M-F 3-4P Katie		3-4p	MT-----	:30		\$225.00		0.00 NM		
		Ⓜ MG for 14.4,15.2,14.3,14.5												
9	WEWS	09/24/12-09/25/12		M-F 9-10a		9-10a	MT-----	:30		\$175.00		0.00 NM		
		Ⓜ MG for 14.4,15.2,14.3,14.5												
10	WEWS	09/22/12-09/22/12		Sa 6a-8a News		6-8a	-----Sa--	:30		\$350.00		0.00 NM		
		Ⓜ MG for 14.4,15.2,14.3,14.5												
11	WEWS	09/17/12-09/23/12		Sa 6a-8a News		6-8a	-----Sa--	:30		\$350.00		0.00 NM		
		Ⓜ MG for 14.4,15.2,14.3,14.5												
12	WEWS	09/24/12-09/25/12		M-F 10-11a		10-11a	MT-----	:30		\$300.00		0.00 NM		
		Ⓜ MG for 14.4,15.2,14.3,14.5												
	Week:	09/24/12	09/30/12	MT-----		2				\$250.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
6	WEWS	09/24/12-09/30/12		M-F 1135p-1202a Nightline		1135p-1207x	MT-----	:30		<del>(\$250.00)</del>		0.00 NM		
		Credited [This money is being credit to cover a portion of WO # 303564]												
N 15	WEWS	09/12/12	09/25/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/10/12	09/16/12	-----S-		1				\$500.00		0.00		
	Week:	09/17/12	09/23/12	-----S-		1				\$500.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	WEWS	09/17/12-09/23/12		SA GMA 8-9a		8-9a	-----Sa--	:30		<del>(\$500.00)</del>		0.00 NM		
		See MG 14.8,14.9,14.10,14.11,14.12 [n/a]												
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00		
N 16	WEWS	09/12/12	09/25/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$500.00	P-2	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/10/12	09/16/12	-----S		1				\$500.00		0.00		
	Week:	09/17/12	09/23/12	-----S		1				\$500.00		0.00		
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00		
N 17	WEWS	09/12/12	09/25/12	SU This Week 9-10a SU This Week 9-10a	CM	9-10a	-----S	:30	1	\$300.00	P-3	0.00 NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/10/12	09/16/12	-----S		1				\$300.00		0.00		
	Week:	09/17/12	09/23/12	-----S		1				\$300.00		0.00		
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00		
N 18	WEWS	09/17/12	09/17/12	Monday Prime Special	CM	Monday Prime Special	M-----	:30	1	\$2,500.00	P-2	0.00 NM	1	\$2,500.00



**WEWS**

Print Date: 10/25/12

Page 5 of 5

Contract / Revision     **310693**     Flight Dates **09/12/12-09/25/12**     Hiatus Dates  
Original Date / Revision   09/11/12/   10/24/12     Order Sep   00:30:00  
Advertiser   **Mandel / Republican / US S**   Product **OH US SEN JOSH MANDEL**   Estimate #   **2680**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Monday Prime Special															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M-----					1	\$2,500.00		0.00			
N19	WEWS	09/12/12	09/25/12	Thursday Prime B	CM	9-10p	---T---	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
				Thursday Prime B											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	---T---					1	\$1,800.00		0.00			
Week: 09/17/12		09/17/12	09/23/12	-----					0	\$0.00		0.00			
Week: 09/24/12		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N20	WEWS	09/12/12	09/25/12	Friday Prime C	CM	10-11p	----F--	:30	1	\$1,400.00	P-3	0.00	NM	2	\$2,800.00
				Friday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	----F--					1	\$1,400.00		0.00			
Week: 09/17/12		09/17/12	09/23/12	----F--					1	\$1,400.00		0.00			
Week: 09/24/12		09/24/12	09/30/12	-----					0	\$0.00		0.00			
Totals													116	\$82,700.00	